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NEWS

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02-178

November 4, 2002

For Immediate Release:

WEIU-TV TO PROVIDE LIVE – AND LOCAL – ELECTION NIGHT COVERAGE

CHARLESTON – WEIU-TV will provide live local election night coverage – sans commercial interruption – from 7 to 10 p.m. Tuesday.

The endeavor is being made possible through a \$5,000 “Election 2002 and Beyond” grant from the National Centers for Outreach and from Best Practices in Journalism. The WEIU news team felt it would be most beneficial to do a live, on-location, news show – something no one else offers in the regional market.

The majority of those working on this effort will be Eastern Illinois University students, mainly comprised of journalism and speech communication majors with an emphasis on radio and television.

Reporters will provide live remote broadcasts from five locations across WEIU's viewing area, including Coles, Champaign, Edgar, Effingham and Cumberland counties. Seven additional reporters will work from the WEIU studio on EIU's campus, gathering election news from elsewhere in the viewing area.

WEIU-TV has partnered with local affiliates WEIU-FM, Premiere Broadcasting (WXEF, WXET, WJKT), the Cromwell Group (WMCI, “The Party,” “Double Q,” and “The Buzz”) and Lake Land College (WLKL) for a helping hand. Premiere Broadcasting will contribute two of the five on-the-scene reporters to the project, while the radio team at Eastern will back the television crew as members gather information and give live radio updates.

Other sponsors have provided pre-election night publicity for the project.

The evening's telecast will include interviews with various special guests, including community and university election experts.

-30-

Eastern Illinois University emphasizes distinguished teaching in the liberal arts, sciences and selected professions. A traditional, residential state university of recognized quality, Eastern enrolls more than 10,000 students in undergraduate and graduate programs. The university, located in Charleston, also serves the region through a variety of non-credit and off-site degree programs, as well as cultural and recreational opportunities. Eastern's pursuit of excellence attracts well-qualified students of an increasingly diverse population and a teaching faculty active in research and public service who utilize the latest technology.